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**THE COMPUTER MARKETING NEWSLETTER**

<u>January</u>	THE "NEW" IBM STAGGERS INTO 1992 PRIORITIZE YOUR COMPANY'S SALES OBJECTIVES SALES/MARKETING IN TRANSITION AT SEQUENT COMPUTER
<u>February</u>	COMPUTER STOCKS DEFY INDUSTRY PROBLEMS EMPLOYEE RIGHTS...INCLUDING YOURS THE CARE AND FEEDING OF SALES AGENTS
<u>March</u>	ALLIANCES - FOR SURVIVAL AND SUCCESS THE TOP SPENDERS IN PRINT ADVERTISING DURING 1991 AST RESEARCH TO EMPHASIZE DIRECT SALES
<u>April</u>	THIRD PARTY OFFERINGS TORQUE OFF VENDORS REVISITING CLASSICAL P/L BREAKOUTS BY INDUSTRY SECTORS WYSE TECHNOLOGY GETS BACK INTO THE OEM BUSINESS
<u>May</u>	ANALYZING TRENDS IN IBM'S 1991 BUSINESS BASING SALES COMPENSATION ON GROSS PROFITS WYSE TECHNOLOGY'S NEW SALES/MARKETING ORGANIZATION
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<u>July</u>	<u>Special Issue #1:</u> THE TOP 100 EARNINGS AMONG SENIOR SALES/MARKETING EXECUTIVES IN THE COMPUTER/COMM/COMPONENT SECTORS
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<u>September</u>	"SIMPLY IRRESISTIBLE" - DEC'S ROBERT PALMER IBM'S NON-WHOLLY-OWNED SUBSIDIARY IS COMING COMPUTER AD SPENDING IS UP 20% FOR FIRST HALF OF 1992!
<u>October</u>	HEWLETT-PACKARD CONTINUES TO SUCCEED ESTABLISHING A PRE- AND POST SALES ORGANIZATION WHAT EVER HAPPENED TO ELXSI, OR LOCKHEED COMPUTER, OR...
<u>November</u>	BUSINESSLAND BRINGS JWP TO ITS KNEES BUDGETING FOR SALES FORCE EXPENSES TWO WINNERS - ROUTERS/BRIDGES & WELLFLEET COMMUNICATIONS
<u>December</u>	MIDRANGE & MAINFRAMES AREN'T DEAD - YET DATA GENERAL - IT LOOKS LIKE IT'S MAKING A COMEBACK HOW TO RECRUIT AND INTERVIEW SALES APPLICANTS

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THE  
**COMPUTER MARKETING**  
NEWSLETTER

Dear Client,

On the other side, are listed the feature articles that appeared during 1992 in the highly respected The Computer Marketing Newsletter - the original and exclusive computer industry sales/marketing news source published since 1977. But, that's not all that appeared in Computer Marketing during 1992.

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Sincerely,  
The Publishers

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